



UNIVERSITI PUTRA MALAYSIA

***VISITORS' LEVEL OF AWARENESS ON SAFETY INSTRUCTIONS
AT GIANT PANDA CONSERVATION CENTRE (GPCC), ZOO
NEGARA, MALAYSIA***

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**VISITORS' LEVEL OF AWARENESS ON SAFETY INSTRUCTIONS AT
GIANT PANDA CONSERVATION CENTRE (GPCC), ZOO NEGARA,
MALAYSIA**



**A Project Report Submitted in Partial Fulfillment of the Requirements
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DEDICATION

My deepest gratitude goes to my God of creator, my source of wisdom, knowledge, and has provided all that was needed during the journey to the completion of this thesis.

Also dedicated to:

My beloved family

Who taught me that the best kind of knowledge to have is that which is learned for its own sake

Tan Geok Wah & Siew Kar Hoe

My relatives

Tan's family

Who helped me through during the times of completion of the thesis writing

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Who have been given me support all the way

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A GREAT APPRECIATION TO YOU ALL ...

ABSTRACT

People visiting Giant Panda in Zoo Negara Malaysia is getting more after the birth of the panda cub. Hence, in order to well manage the crowd due to the Giant Panda, the management needs to know further about the visitors' information, interest and their behaviour. There are several aspects to discover and one of the important aspects is safety. Therefore, this study was mainly to determine the visitors' level of awareness on safety instructions in Giant Panda Conservation Centre (GPCC), Zoo Negara. The data for this study was obtained from both primary and secondary data. Primary data were collected from the visitors coming to Giant Panda Conservation Centre (GPCC), Zoo Negara through personal interview and questionnaire. Whereas secondary data was collected from relevant journals, books, website and internet searches. A questionnaire was designed to collect data from visitors to GPCC. Four factors were found significantly influencing the level of awareness on safety instructions at GPCC. Companion to visit GPCC which is not with family, Indian ethnic respondents, Malay ethnic respondents and self-employed occupation were identified as the factors that influencing the level of awareness on safety instructions at GPCC.

ABSTRAK

Ketibaan pelawat untuk mengunjungi panda gergasi dalam Zoo Negara Malaysia semakin meningkat setelah kelahiran anak panda. Oleh yang sedemikian, pihak pengurusan perlu mengetahui lebih lanjut mengenai maklumat pelawat, minat dan tingkah laku mereka demi pengurusan terhadap mereka yang datang ke Giant Panda. Salah satu aspek yang penting dalam pengurusan ialah keselamatan. Oleh itu, kajian ini dijalankan untuk menentukan tahap kesedaran pelawat tentang arahan keselamatan dalam Pusat Konservasi Panda Gergasi (PKPG), Zoo Negara. Data dalam kajian ini diperolehi daripada kedua-dua data primer dan sekunder. Data primer dikumpulkan daripada pengunjung yang datang ke Pusat Konservasi Panda Gergasi (PKPG), Zoo Negara melalui temu duga peribadi dan soal selidik. Manakala data sekunder dikumpulkan daripada jurnal, buku, laman web dan carian internet yang berkaitan. Borang soal selidik telah direka untuk mengumpul maklumat daripada pengunjung tersebut. Terdapat empat faktor yang ketara telah didapati yang mempengaruhi tahap kesedaran ke atas arahan-arahan keselamatan di GPCC. Teman yang tidak bersama dengan keluarga untuk melawat PKPG, responden etnik India, responden etnik Melayu dan pelawat yang bekerja sendiri telah dikenal pasti sebagai faktor-faktor yang mempengaruhi tahap kesedaran pada arahan-arahan keselamatan di PKPG.

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APPROVAL SHEET

I certify that this research project report entitled **“Visitors’ Level of Awareness on Safety Instructions at Giant Panda Conservation Centre (GPCC), Zoo Negara, Malaysia”** by Siew Kar Man has been examined and approved as a partial fulfillment of the requirements for the degree of Bachelor of Parks and Recreation Science in the Faculty of Forestry, Universiti Putra Malaysia.

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LIST OF ABBREVIATIONS

GPCC	Giant Panda Conservation Centre
PKPG	Pusat Konservasi Panda Gergasi
SPSS	Statistical Package for Social Science



CHAPTER 1

INTRODUCTION

1.0 Background

According to May-Ling, Ramachandran, Shuib, and Afandi, (2014), they have mentioned that tourism is significantly involved in a nation's economy and it has greatly related with the national and regional growth or development. Thus, tourism contributes in few ways such as creating employment, important infrastructure developments and directly improving in standard of living. Tourism in Malaysia can be categorized into a few categories. Wildlife tourism is one of the tourism in Malaysia. In Malaysia, Ministry of Natural Resources and Environment had undertaken Department of Wildlife and National Parks which from Ministry of Science, Technology and Environment. (Ministry of Natural Resources and Environment, 2015).

1.1 Zoo Negara Malaysia

Ryan and Saward (2004) stated capability of zoos to attract large number of visitors has been recognized. Zoo Negara Malaysia is one of the wildlife tourism sites in Malaysia. Zoo Negara (2015) stated Zoo Negara is under the management of Malaysian Zoological Society which is a non-governmental organization that founded to build the first local zoo for Malaysians. On 14th November 1963, Zoo Negara was officially opened to public. Now, it is a well-known zoo around the world. There has more than 5137 specimen from 476 species of mammals, birds, reptiles, amphibians and fish. It is located from 5km from the city of Kuala Lumpur and it covers 110 acres of land. (Zoo Negara, 2015),

According to Zoo Negara (2015), the management is working to transform the zoo to an open concept zoo with over 90% of its animals being kept in spacious exhibits with landscape befitting its nature. Their operation hour is from 9.00am to 5.00pm on Monday to Sunday. In addition, it closed on Tuesday except on Malaysian School Holidays and Public Holidays effective from 5th January 2016. In the month of May 2016, Zoo Negara has made an announcement on their official website about their opening hours from 9.00am to 5.00pm daily. (Zoo Negara, 2016)

1.2 Safety Instructions at Zoo Negara Malaysia

In the map of Zoo Negara on their official website, a few safety tips to the visitors were mentioned. First tip is not to litter around Zoo Negara. Second tip is not to tease or feed the animals. Visitors are refraining from attempting to feed the animals to avoid getting injured and refrain from knocking on exhibit glass walls as these could break. Next is to be aware of your children's movement to ensure their safety. Then, do not venture into prohibited area. Last tip on the website is to keep seated when boarding tram. Those safety tips were to remind visitors to behave well when they are at Zoo Negara to remain safe.

Whereas other rules and regulations in the fishing and retreat event that launched recently at Tasik Tunku Abdul Rahman inside Zoo Negara such as parking arrangements are fully on visitors' own responsibility, do not damage or broke any Zoo Negara trees, landscapes or moving any Zoo Negara hardscapes. The cleanliness of the fishing area is under anglers'

responsibilities. Besides, safety is the priority for everyone and zoo management will not responsible for the event of any accident, injury, death or loss of property. In addition, anglers should be sensible of the safety of national zoo visitors, prohibited of smoking, drinking liquor and drug abuse in Zoo Negara compounds. All of the mentioned above are to reduce the possibility of injuries and accidents that will bring negative image to the tourist destination like Zoo Negara. (Zoo Negara, 2015)

1.3 History of Panda Diplomacy to Malaysia

Alleyne (2011) has mentioned that using of panda for diplomacy purpose has begun from seventh century. Besides, Chinese empress, Empress Wu Zetian of Tang Dynasty gave a pair of pandas to a Japanese Emperor as goodwill symbolic and diplomatic gift. Alleyne (2011) also stated that the practice was bring back again in the 1950s during the Cold War in what became known "Panda Diplomacy" and from 1958 to 1982, China gave 23 pandas to nine different countries. Meikeng (2013) also showed that in June 2012, Chinese Wildlife Conservation Association sign the agreement to loan a pair of panda cubs Feng Yi (female) and Fu Wa (male) to Malaysia for 10 years to mark the 40th anniversary of diplomatic ties between two nations in 2014. In the agreement, the baby panda will be handed over to the Chinese Government if it reached two years old. (Meikeng, 2013).

Shagar and Yu (2013) mentioned on 19th of December 2012, the Cabinet decided to house the pandas at Zoo Negara instead of Putrajaya's Wetlands Park after considering feedback from various organisations and the public.

Natural Resources and Environment Minister Datuk Seri Douglas Uggah Embas said Zoo Negara has better equipment and facilities to care for the pandas. Datuk Seri Douglas Uggah Embas also said the costs of maintaining the panda for 10 years will bear by Zoo Negara. (Shagar and Yu, 2013) According to Chi (2014), Minister of Natural Resources and Environment Datuk Seri G. Palanivel said RM60 million has been spent in preparation to accommodate the two pandas.

1.4 Giant Panda Conservation Centre (GPCC)

Giant Panda Conservation Centre (GPCC) is the place to allocate the pair of pandas at Zoo Negara, Kuala Lumpur. The construction of the complex was at a cost of RM25million. (Shagar and Yu, 2013) Datuk Seri G. Palanivel's deputy, Datuk Seri James Dawos Mamit said RM25 million was spent on the panda enclosure, 20million on the rental fee for the first four years and RM15million on maintenance. Multi Spex Architects director Zulkhairi Md Zain (zoo designer for the panda conservation and exhibition centre) said the centre would have sufficient space to house a baby panda (Meikeng, 2013). On August 18, 2015, Liang Liang and Xing Xing, the two giant pandas at Zoo Negara, have set a world record by being the first pair to naturally reproduce within a short period of time while in captivity. And this has again attract visitors come to visit them. Sivanandam (2015)

1.5 Problem Statement

According to Lai (2011), Zoo Negara deputy director, Dr Muhammad Danial said Zoo Negara's main concern was safety for the public, animals & staff.

Zoo Negara had installed preventive measures to prevent security lapses. It also conducts weekly refresher courses for its keepers to remind them of the importance of maintaining safety standards. On 24 December 2015, National Zoo Deputy President Rosly Ahmat Lana said the number of visitors to the zoo until Nov 24 2015 was 12,000, and in less than a month the number of visitors rose by 1,200. He explained that the cub born has attracted visitors to zoo, especially during the school holidays, although the capital city is experiencing uncertain weather conditions. (Panda cub lures more visitors to National Zoo (2015). It is clearly seen that Giant Panda Conservation Centre is one of the main attractions at Zoo Negara.

According to Health and Safety Executive (2012), at all zoos, the health and safety of people when they work with animals is a key area to concern. However, most of the accidents at zoos result from slips and trips, manual handling and vehicle movements. Among these accidents, one third of it is happened to visitors or the public. Therefore, from the Health and Safety Executive (2012), it is clearly seen that safety instructions are playing an important role in managing the zoo.

There are several studies on visitors' perception of safety, but the study by George (2003) has encouraged the future study on examine tourists' perceptions of safety in different area within a destination. In this study, there will be another aspect of safety perception at GPCC.

Meanwhile, according to one of the staffs who attended training on giant panda in China, Mr Akmal Hadi, (personal interview, October 07, 2015) from the first day GPCC released to public, there was no accident was reported to the management. However, from the author's observation and discussion with zoo staffs, it is found that the visitors are not really aware of those safety instructions available at GPCC.

Therefore, there is a need to do some research to enhance the safety procedure at GPCC. The study will be conducted to identify how visitors aware of the safety instructions practicing in GPCC when they are visiting the Giant Panda at GPCC since there were no previous research on safety awareness at GPCC Zoo Negara.

1.6 Objectives

The main objective of this study is to obtain information on visitors' level of awareness on the safety instructions towards the infrastructure provided for Giant Panda Conservation Centre (GPCC) of Zoo Negara. The specific objectives are as the following:

1. To identify the demographic characteristics of visitors to Giant Panda Conservation Centre (GPCC), Zoo Negara.
2. To determine the level of awareness of visitors on the safety instructions at Giant Panda Conservation Centre (GPCC), Zoo Negara.
3. To determine the factor that influencing the level of awareness of visitors on the safety instructions at Giant Panda Conservation Centre (GPCC), Zoo Negara.

1.7 Significance of Study

Safety instructions in the GPCC are very important in managing risk to the visitors. According to Kwon and Park (2002), there are few studies about tourists' safety in tourism studies. The studies normally regarding image of a destination, tourist behaviour, tourists' death abroad, safety factors and traveller choice models.

Thus, this study will be focused on the awareness of visitors on safety instruction which has not covered by previous researchers. It will help the management to know the factor that influencing their perception on safety instructions in GPCC and thus improve their visitors' management. Directly, through this study, respondents will be more aware of safety instructions in the area and put more concern to their safety.

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